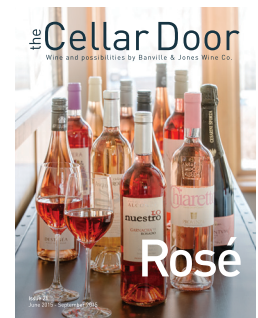
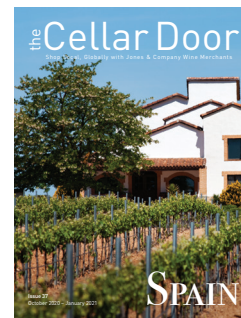
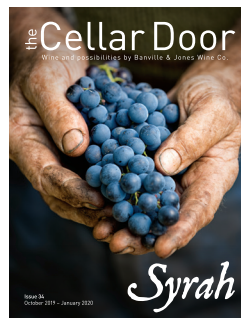
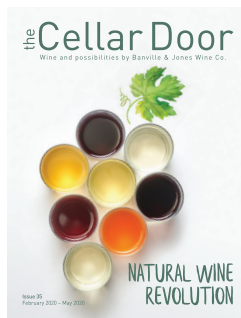
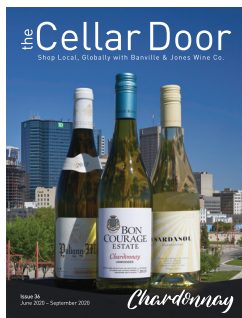


# The Cellar Door: Targeting Your Market

Poise  
publications

Jones & Company  
— WINE MERCHANTS —



\*Source: Magazines Canada's 2016  
Consumer Magazine Fact Book

**40**  
**MINUTES**  
average time  
Canadians spend  
reading a magazine

**92%**  
read at least 1  
magazine a week

**34%**  
set aside special  
time to read  
magazines

**53%**  
of readers made a  
purchase based on  
a print ad

**65%**  
of readers aged  
25-34 seek more  
information on a  
product after seeing  
a print ad

Since *The Cellar Door* hit the Manitoba market in 2008, over a dozen locally published magazines have left the market. As other magazine models have faltered, we have **grown our distribution** reach from 54,000 per year to 66,000 per year. We build new advertising partnerships each issue, and have a **high retention rate** among our long-time advertisers. Banville & Jones customers routinely bring issues of the magazine into the store as a shopping guide, demonstrating both their trust in the brand and the magazine's longevity in their homes.

**38%**

of current ad clients have advertised  
since 2010 (30+ issues)

**63%**

of current ad clients have advertised  
since 2015 (15+ issues)

For advertising enquiries, please contact Lisa Muirhead, Publisher: [lisa@poisepublications.com](mailto:lisa@poisepublications.com) | 204.612.2015

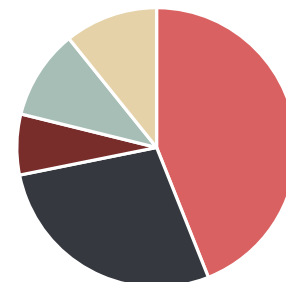
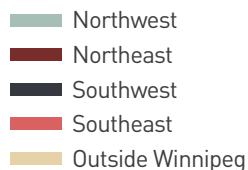
# Distribution Strategy

The success of our distribution strategy lies in its three-prong approach.

- 1. Direct Mail:** 10,000 copies of each issue are mailed directly to Banville & Jones's top-spending customers—proven buyers of luxury products.



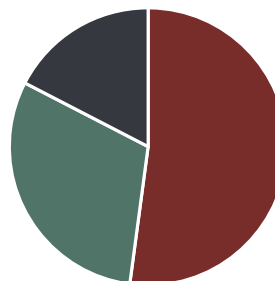
## DIRECT MAIL BY WINNIPEG QUADRANT



- 2. Postal code drop:** 11,000 copies are distributed each issue to a targeted postal code or subdivision within a postal code. These postal code drops are moved around the city each issue in order to fill in gaps in affluent areas in the city that are not covered by the direct mailout (direct mail addresses are cross-checked to avoid duplication). Below is a sample of the areas covered by the postal code drops for the last three issues and planned distribution for the October 2020 issue.

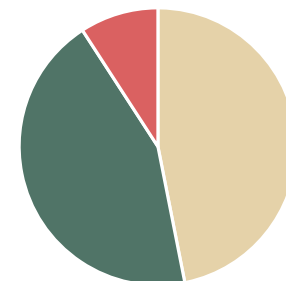
Postal Code	Neighbourhood	Average Age <sup>1</sup>	Average Household Income <sup>2</sup>
R2N	South St Vital	41.1	\$144,010
R2M	St Vital	41.7	\$123,903
R3N	River Heights	40.5	\$146,544
R3M	Crescentwood, Wellington Crescent, Fort Rouge	41.6	\$149,611
R3P	Tuxedo, Whyte Ridge, Lindenwoods	47.5	\$281,456
R3X	Sage Creek, Royalwood, Island lakes	35.5	\$167,785
R3Y	Waverly West, Whyte Ridge, Bridgewater Forest	34.7	\$167,392
R4H	Headingley	38.6	\$227,039
R2E	East St Paul	42.1	\$220,477
R5A	Grand Pointe, La Barriere	38.1	\$154,399
R0G	La Salle, Oak Bluff	38.5	\$117,801 <sup>3</sup>
R0E	Oak Bank, Bird's Hill	42.3	\$125,435 <sup>4</sup>

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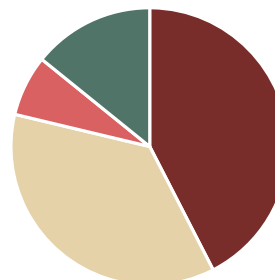
■ R3X ■ R3N ■ R3Y

### ISSUE 39: JUNE 2021



■ R3M ■ R3N ■ R2E

### ISSUE 40: OCTOBER 2021



■ R3X ■ R3M ■ R2E ■ R3N

<sup>1</sup>Average age and income are taken from the 2016 Census. <sup>2</sup>Average total income for persons aged 15 and older in private households with two parents and children (2015)  
<sup>3</sup>This is a large rural postal code; we targeted postal zones to deliver only to Oak Bluff. <sup>4</sup>This is a large rural postal code; we targeted postal zones to deliver to Oak Bank.

- 3. Hotel partners and advertisers:** 1,000 copies are distributed as complementary issues available at the store, through our advertisers, and in every guest room of our hotel partners: **The Fairmont Winnipeg, Inn at the Forks, and The Alt Hotel**, to reach business travellers and tourists in downtown Winnipeg.